C1750-1

Broadcasting Jul 30

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ABC's Iger upbraids skittish advertisers for jumping ship

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Turner's surprise: Johnson in for Reinhardt at CNN

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The ups and downs of television's second quarter

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Vol. 119 No. 5

BIG WEEK FOR CABLE
- House crafts bill
- FCC delivers report

THIS WEEK

27 / CABLE IN THE SPOTLIGHT

Last week was a big one for the cable industry. The House Energy and Commerce Committee adopted a bill that will reregulate cable, containing must carry provisions, channel positioning protection for broadcasters and program access requirements. Telco entry was not included.

While across town, the FCC unanimously adopted a report that finds that the evolving cable market has problems. It proposes pro-competitive legislative solutions that are either deregulatory or far less regulatory than what Congress is now considering.

31/ UNWIRED SPARK

Unwired networks are reporting double-digit growth in this year's upfront market. Usually a secondary buy, unwireds say they have been helped somewhat by the network guarantee controversy and by growing respect toward these ad hoc networks.

32 / MORE THAN JUST ANOTHER VOTE AT THE FCC

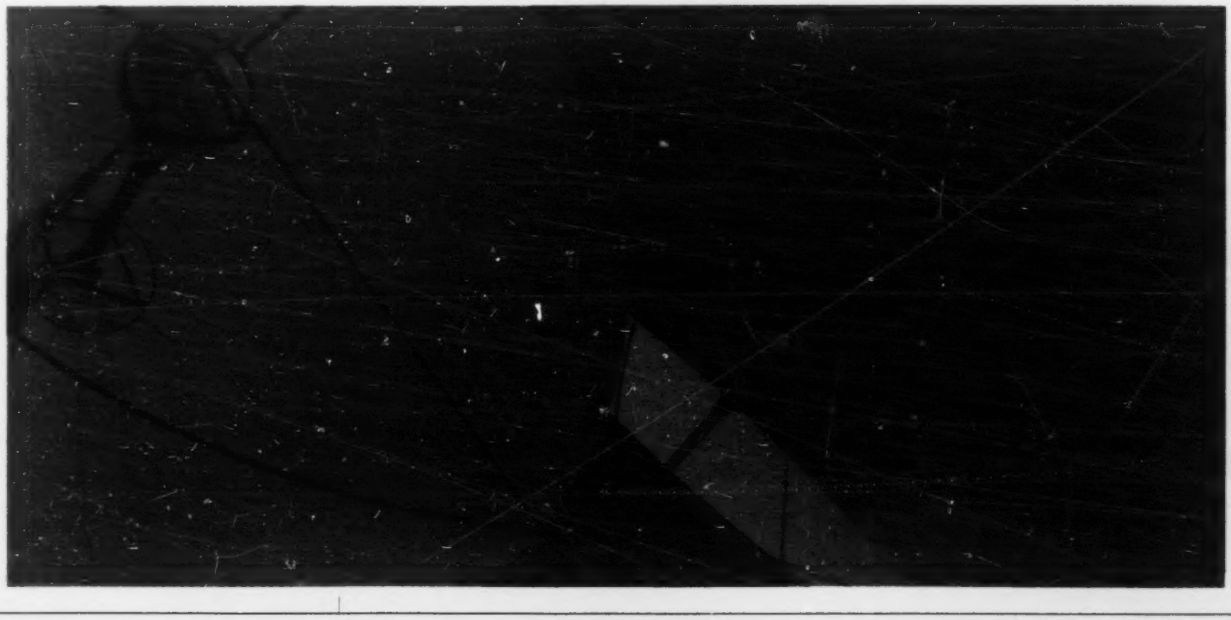
FCC Commissioner Sherrie Marshall, who played a leading role in shaping the cable report that was adopted last week, talks about the cable industry and a marketplace in transition. With the latter, she says: "I think you need to have a very light regulatory hand in response to that because you don't want to get in and adversely affect the growth in new services to the U.S. consumer."

35 / SATELLITES: NEW TECHNOLOGIES SHAKING UP AN INDUSTRY

Six months after NBC, Cablevision Systems, News Corp. and Hughes Communications promised to form Sky Cable, NBC suggests that a dark cloud overshadows the proposed 1994 launch of high-power direct broadcast satellite (DBS) in the U.S. Claiming cable programers are "extraordinarily nervous" that distributing their services via DBS will alienate cable operators, NBC says it has come to believe federal intervention on behalf of DBS may prove critical to the birth of Sky Cable. Indeed, with an eye toward developing its own DBS adjunct services and claiming it has applied no pressure on programers, number one operator TCI appears ready to go to the wall against such "unnecessary" and "unfair" intervention.

But if proposed high- and mid-power DBS systems threaten to eventually intercept the multichannel ball from multi-billion-dollar TV businesses on the ground, the final score in satellite television may be determined on the technological scrimmage lines, where both sides say they will best apply digital video compression and high-definition TV. And as newsgatherers gain more access to European skies, the placement of leaner fleets of cable and broadcast network birds over the U.S. appears certain, as does an end to days of ample C- and Ku-band supply.

Searching for satellites (page 35)



53 / SKITTISH ADVERTISERS

ABC lost more than $14 million in ad revenue from advertiser pull-outs last year, said Bob Iger, president, ABC Entertainment. He added, however, that those losses wouldn't infringe on the creative process at the network.

54 / PBS MEETS THE PRESS

Jennifer Lawson, PBS executive VP, national programing and promotion services, pledged support to any producer who refuses to sign an oath now required of any recipient of National Endowment for the Arts funding.

57 / FIGENSHU SPEAKS

On Aug. 1, Viacom Radio will turn on its new "Double 99" FM-FM, AC/Rock simulcast of KDBK(FM)-KDBQ(FM) San Francisco-Santa Cruz, Calif. In an "At Large" interview with BROADCASTING editors, Viacom Radio President Bill Figenshu details the background of this new three-market broadcast venture and shares some of his personal observations about the health of the radio industry.

61 / NEW CNN PRESIDENT

Ted Turner names an outsider to be president of CNN—Tom Johnson, chairman of the *Los Angeles Times* and vice chairman of the Times Mirror Co., who will succeed Burt Reinhardt. Johnson said his charge from Turner is to make CNN "the very best." The move caught by surprise those who were expecting one of several top CNN executives to be elevated to the post.

An interview with FCC Commissioner Sherrie Marshall (page 32)

63 / NEW JOB FOR ESKRIDGE

CNBC President Michael Eskridge steps down to run the broadcast properties which recently came under the wing of GE Capital. NBC Chief Financial Officer Al Barber, pledging to work with cable operators, is named to succeed Eskridge.

64 / SECOND-QUARTER STALL

Group owners last week reported second-quarter financial results that were not, in general, reassuring. Revenue growth was weak, surprisingly caused by a slowdown or decline in local advertising, long a source of growth. Not all stations had poor results and groups with independents had good stories to tell. Cost moderation in general helped maintain or increase margins.

70 / GETTING WIRELESS IN DENVER

Wireless Cable Association held its annual convention last week in Denver. According to many of the attendees, the industry is finally ready to succeed in delivering cable programing to areas not served by conventional cable and, in some areas, to compete head on with cable. The big difference this year from years past is that cable programers were on hand. With programing likely to be more available the industry is finding it easier to attract investors, lenders and, just as important, believers.

72 / SELLING TO UNCLE SAM

Sony Corp. brought its wide array of broadcast, professional and consumer electronics products into Washington for its second annual Government Tech Expo, a sales pitch to federal government agencies. New optical disk technologies providing more digital storage capacity at less cost headlined the exhibit.

73 / NO RINGING ENDORSEMENT

The Bush administration's endorsement of telco entry bill S. 2800 did not seem to boost the phone companies' position with key Communications Subcommittee members, who said they were not endorsing the legislation.

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"Midpower" from page 38

The high-power proponents believe the equipment trade-off should not be underestimated, no matter what the programing. According to Stanley S. Hubbard, only when they reach sizes under 24 inches do satellite antennas "become an acceptable appliance to everybody." And, predicted Hubbard Broadcasting Vice President Robert Hubbard, three-foot dishes will, in practice, "grow to four, then five feet" to really receive quality pictures, and an eventual move to high-power will "cause a difficult repointing problem" for mid-power antenna mounted securely on a chimney or in backyard cement.

In the meantime, K Prime will face a daily risk: its K-1 capacity is preemptible and would be usurped at a moment's notice, given any failure of NBC's capacity on Satcom K-2. The partners in K Prime said its general manager, David Beddows, believes they can cover that risk. However, said Robert Hubbard, "K Prime is asking somebody else to take that risk: consumers investing $500 million in receivers and three-foot dishes."

Primetime 24, which delivers three network affiliate signals and PPV events to rural dish owners, decided a month ago to take the same risk and last week secured in New Jersey Superior Court the right of first refusal on preemptible rates for three transponders adjacent to K Prime on GE Americom's Satcom K-1. But, at the same time, Americom won the right to offer the capacity at higher protected rates. Whether K Prime, PT 24 or other parties compete for those transponders may depend most on the success of K Prime's current lineup next year.

□

On the regulatory front, fixed-satellite operators are up in arms over calls for the FCC to reconsider limiting the space between fixed-service satellites such as K-1 to only two degrees. At three degrees or more apart, say advocates including Representative Bill Tauzin (D-La.), more birds could operate at higher powers and reach smaller, more affordable consumer antennas, thereby doubling or tripling the current 3 million home satellite market (BROADCASTING, July 16).

Although members of the SBCA's equipment manufacturers group voted overwhelming support of Tauzin's position—and although members of the programers group matched votes supporting the position with an equal number of no votes plus abstensions, said one source—the SBCA's space segment group voted unanimous opposition.

"We favor the goal" of reaching smaller dishes and creating "greater access" to satellite TV, said William Berman, director of cable services for GE Americom. But, by GE's estimation, he said, three-degree spacing would probably eliminate 20% of the satellites proposed for fixed-service operation, and "two-thirds of the hybrids would be knocked out," since wider spacing in the limited arc means fewer total orbital assignments. Noting that the FCC has created the separate DBS arc—"the proper band"—for efforts to reach small dishes, Berman said the three-degree movement is driven by "misplaced interest."

"Stability, in our minds, is an absolute must," said Hughes' Petrucci. If the FCC is intending the fixed-service band ought to be for fixed service, as they've been saying for 25 years, then that is what they ought to be." **Peter Lambert**

AROUND THE WORLD ON DBS

Direct satellite broadcasting may be looking for a foothold in the U.S., but the new delivery medium has found its earliest, and possibly toughest, proving ground in Europe.

More than a year-and-a-half after the first medium-power services were initiated in Europe, DBS home dish installations totalled no more than 1.4 million, leaving it a marginal service among the region's estimated 320 million TV homes.

Meanwhile, operator losses continue to mount into the hundreds of millions of dollars, and rapid growth remains stymied by debates over signal delivery systems and the availability of receivers in the European standard MAC, as well as new alternatives in cable TV and terrestrial services.

Good news, however, is found in the penetration levels in the highly competitive UK media market (see below). Also a plus for DBS, ironically, is cable TV. A long-term rival to DBS in delivering new channels to the home, cable is at present satellite programers' fastest large-scale way into viewers' homes as dish installers work to catch up to the generally better established cable operations.

The following is an overview of DBS activities in the most active markets in Europe, as well as in another active DBS market, Japan.

United Kingdom

DBS's greatest European advance has been in the United Kingdom, where Rupert Murdoch's Sky Television, beamed off of the Luxembourg satellite Astra, has helped boost penetration for the new

DBS penetration abroad

Country	Satellite	DTH homes
United Kingdom	Astra	902,000
	BSB	30,000
West Germany	Astra	100,000
	Kopernicus	*
	TVSAT-2	*
	TDF-2	**
France	TDF-1	5,000
Scandinavia	Astra	100,000
	Tele-X	*
Japan	BS-2	2,500,000

* = fewer than 5,000 homes ** = system not yet operational

technology at a rate considerably better than that of past new technology introductions, although lower than Sky had at first projected.

Nearly 1 million DBS dishes have sprouted there, with viewers tuning in to Astra not just to receive Sky TV, launched February 1989, but several other English-language services, including MTV Europe. Further raising audience interest in Astra are plans to add at least three more English-language channels on a second bird, operational no later than early next spring.

But Sky does not have the skies to itself. Rival British Satellite Broadcasting launched its billion-dollar-plus, high-power, five-channel service last spring, although it currently has just 30,000 home dish viewers.

Helping both BSB and Astra is cable, still itself in its infancy and a strong potential rival down the road. Cable systems have upped Astra's total UK viewership to 1.5 million households and have given BSB total homes surpassing 540,000.

When BSB took to the air in April, the service projected dish sales totalling 150,000 by summer's end, 500,000 by the end of the year and 1.8 million through 1991. Present dish installation rates of 30,000 per month, however, would leave it well short of those numbers.

Germany

West Germany's potential for DTH appears limited by the advanced state of cable operations there, currently with 7 million subscribing homes of 15 million passed. DTH, by comparison, presently totals 100,000 installations. Some hope has been fostered by developments in the unification with East Germany, however, where the DTH market, now at 5,000, is thought to have good potential.

Complicating the satellite scene in Germany are program offerings overlapping in different media, particularly cable and DTH. For instance, a new pay movie channel, Premiere, slated to launch first quarter of 1991 as a joint venture of leading Germany's Bertelsmann and Kirch Group and France's Canal Plus, is said by different sources to be tagged for transponders on Astra, on German telecommunications satellite Kopernicus (mainly for cable operators) and on Franco-German high-power DBS system TDF2.

Similarly, of Astra's current five German-language-only channel offerings, four are also on Kopernicus, while a fifth channel on Kopernicus has said it will add an Astra channel as well. Kopernicus also offers three services that essentially repeat terrestrial broadcast channels. Some of the same channels are also to be carried on the TDF high-power twin, TVSAT2.

A rift over the use of the European satellite MAC standard (in its D2-MAC version) further threatens stable development of the DTH market, with the Premiere channel backer Canal Plus anticipating a D2MAC version of the channel on TDF2 to help propel MAC receiver sales, although German participants are satisfied with the current PAL signal standard on Kopernicus and Astra. Premiere's DTH potential is considered limited in its first year to just 10,000-20,000 installations, and five years later to a small minority of the services' 800,000-1,000,000 homes expected at break-even.

France

The TDF series satellites, the prime focus of French DBS efforts, have been hampered both by European-wide shortages in MAC receivers and the balking of programers over high transponder costs. Only 5,000 DTH installations are currently on line.

So far, TDF-1 is offering a Franco-German culture channel La Sept. Also planned is a repeat of terrestrial pay service Canal Plus (to help reach the 13% of the country not covered on its UHF channels).

Another part-day service, Euromusique, has also begun tests, and its paired part-day channel, Canal Enfant, earlier this month received permission to launch simultaneously via terrestrial as well as the satellite frequencies, so is considered likely to start its service soon. Also to be on the satellite is a sports channel.

The second satellite, TDF2, launched successfully on an Ariane rocket last week and among its channels may be the German pay movie channel Premiere (see above). To stimulate satellite market demand, Canal Plus has taken equity positions in a receiver manufacturer and a dish maker and has ordered between 200,000 and 300,000 of the MAC receivers.

Scandinavia

Tuning into Astra's three Scandinavian-language channels are approximately 100,000 dish owners, the majority in Norway (with 50,000) and Sweden (with 40,000), but also in Denmark (6,000) and Finland (4,000).

An experimental Scandinavian satellite service Tele-X also has plans to offer an ad-supported channel this fall and may make room for a leading pay service, further adding to DTH totals in the region.

Japan

Europe is not the only location outside the U.S. where DBS has made inroads. Japan's national broadcaster NHK has actively experimented with a two-channel service, claiming receiving equipment in up to 2.5 million households, and following the loss of a backup satellite at launch earlier this year, is preparing to launch the next satellites in its BS-2 series. BS-3A is to be launched in August by Japan, and NHK just signed an $88 million contract to purchase a modified former Comsat TV bird, to be launched by an Atlas rocket in April, 1991, as a backup.

Satellite competition comes indirectly from two cable systems satellites, Superbird and JCsat, while a project now in its formative stages, Satellite Japan, may have plans in the DBS field. **AAG**

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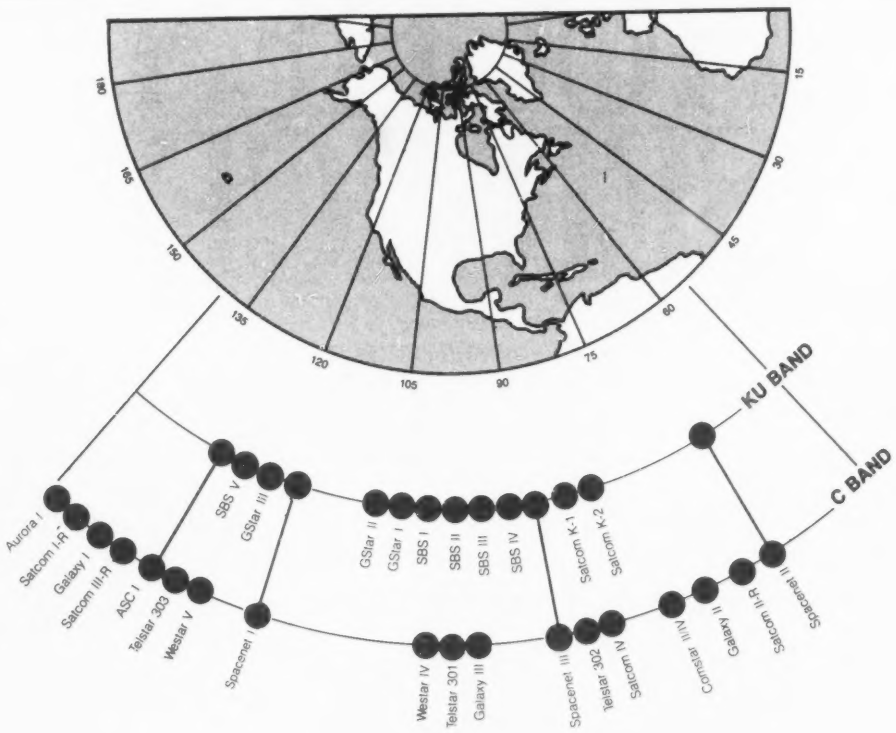

Satellite guide to the sky

Carrier / Satellite	C-band[1]	Ku-band	Approximate end-of-life	Orbital slot
Alascom				
Aurora I	24	--	Jan. 1992	143
AT&T				
Telstar 301	24	--	Nov. 1993	96
Telstar 302	24	--	Sept. 1994	85
Telstar 303	24	--	Apr. 1995	125
Comsat[2]				
Comstar II	24	--	July 1986	76
Comstar IV	24	--	Feb. 1991	76
SBS I	--	10	Nov. 1990	99
SBS II	--	10	Sept. 1991	97
Contel ASC				
ASC I	18	6	Aug. 1995	128
GE Americom				
Satcom I-R	24	--	April 1993	139
Satcom II-R	24	--	Jan. 1995	72
Satcom III-R	24	--	June 1992	131
Satcom IV	24	--	Feb. 1993	82
Satcom K-1	--	16	Dec. 1996	85
Satcom K-2	--	16	April 1997	81
GTE Spacenet				
Spacenet I	18	6	May 1994	120
Spacenet II	18	6	Nov. 1994	69
Spacenet III	18	6	March 1998	87
GStar I	--	16	May 1995	103
GStar II	--	16	March 1996	105
GStar III[3]	--	16	Sept. 1994	125
Hughes Communications				
Galaxy I	24	--	June 1993	134
Galaxy II	24	--	Sept. 1993	74
Galaxy III	24	--	Sept. 1994	93.5
Westar IV	24	--	Feb. 1992	99
Westar V	24	--	June 1992	122.5
SBS IV	--	10	Aug. 1994	91
SBS V	--	14	Sept. 1998	122.5
MCI				
SBS III	--	10	Nov. 1992	95

[1] C-band and Ku-band columns indicate numbers of transponders on each satellite. End-of-life estimates are based on launch date plus 10 years.
[2] Although not of use for customers with nonsteerable antennas, Comsat developed a system to track and maintain use of birds that have used up station-keeping fuel and have gone into north-south drift.
[3] Imbalanced loading of fuel caused GStar III not to reach 125 degrees on schedule following September 1988 launch. Expending station-keeping fuel to move it there reduced bird's design life by five.
[4] FCC approved Hughes purchase of Western Union satellites in November 1988.

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which the remaining 14 channels could continue to serve the occasional-use market through 1991, he said. In May 1991, Satcom C-5 (also known as Aurora II and co-owned by Alascom and GE) would replace C-1 at 139 degrees, and C-1 would be moved to its permanent fleet spare role at 137 degrees. C-3 and C-4 would complete the fleet.

Since full-time TV services have spoken for virtually all of Hughes' and GE's C-band capacity—except for preemptible capacity on their fleet spares—occasional capacity will almost certainly be at a premium. Small pockets of C-band capacity remain available. GTE Spacenet continues to market its limited C-band capacity to niche TV markets. Next April, Contel ASC plans to launch ASC 2. It is marketing six of 18 C-band transponders aboard that hybrid to "niche television markets," said Lynn Fisher, director of transponder sales for Contel ASC.

Just as unforeseen supply side factors—such as launch failures or problems with an in-orbit bird—can alter business plan equations, said Tagliaferro, so can unforeseen developments on the demand side. "There are all kinds of ventures that don't get figured into projections," he said, such as TVN Entertainment's plans to launch a home satellite pay-per-view service in September, using 17 C-band transponders on Telstar 303 that had been available for occasional use.

New video compression technology, an as yet technological unknown, may provide supply relief. But most sources

Proposed domestic satellites

These are the 22 new and replacement satellites proposed for launch in the 1990's.[1]

Carrier / Satellite	[2]C-band	Ku-band	Orbital slot	Launch date
Alascom[3]				
Aurora II/ Satcom C-5	24	--	139	May 1991
AT&T				
Telstar 401	24	24	97	May 1993
Telstar 402	24	24	89	March 1994
Contel ASC				
ASC II	18	6	101	April 1991
ASC IR	24	16	129	Sept. 1993
GE Americom				
Satcom C-1	24	--	137	Nov. 1990
Satcom C-4	24	--	135	Sept. 1992
Satcom C-3	24	--	131	Nov. 1992
Satcom H-1	24	16	79	1994
GTE Spacenet				
GStar IV	--	24	64	Nov. 1990
Spacenet IR	24	22	103	May 1993
Spacenet IIR	24	22	69	Sept. 1993
GStar IR	--	24	121	June 1994
Hughes[4]				
Galaxy VI	24	--	91	Oct. 1990
SBS VI	--	19	72	Oct. 1990
Galaxy V	24	--	125	1991
Galaxy IR	24	--	133	1993
Galaxy VII	24	--	91	1992
Galaxy IV	24	24	99	1992
Galaxy IIIR	24	--	95	1994
National Exchange[5]				
Spotnet I	24	18	93	Mar. 1993
Spotnet II	24	18	127	Sept. 1993

[1] Chart information is based on FCC documents and/or company information. The majority of birds were in November 1988 authorized for construction and launch into assigned slots.

[2] C-band and Ku-band columns indicate numbers of transponders. Launch dates are subject to construction and/or launch delays.

[3] Ten of 24 transponders on GE-Americom-operated Aurora II (or Satcom C-5) will be marketed by GE with the remaining 14 dedicated to Alascom.

[4] Hughes' request to launch Galaxy as C/Ku hybrid is subject to FCC approval. Hughes holds separate C and Ku licenses at 91 degrees.

[5] National Exchange's birds will carry 18 spot beams not directly equivalent to transponders.

RATINGS ROUNDUP

For the week of July 16-22, NBC won the prime time ratings race, its 10th consecutive victory, with a 10.2 rating/20 share. CBS was second, with a 8.7/17, while ABC came third with a 8.4/16. Fox scored a 6.1 12. NBC won five nights, the first time since the week of February 26. ABC won Friday night and was second on Tuesday, Wednesday, Thursday (tied with CBS) and Saturday. The top ranked show of the week was NBC's Monday Night at the Movies presentation, part two of *Love and Hate: A Marriage Made in Hell*, scoring a 16.3/28. *Love and Hate* was the first Monday movie on any network to rank number one for the week since part two of NBC's *Deliberate Stranger* won the week of July 25, 1988. The other top five programs were: NBC's *Cheers* (15.5/29); ABC's *Roseanne* (13.8/25); ABC's *20/20* (13.4/28); and NBC's *Empty Nest* (13.3/28).

Week 43 **July 16–July 22**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	16.3/28	N	Movie:Love & Hate, Pt.2
2		15.5/29	N	Cheers
3	▲	13.8/25	A	Roseanne
4	▲	13.4/28	A	20/20
5	▲	13.3/28	N	Empty Nest
5		13.3/25	N	Real Life/J. Pauley
7	▲	13.0/28	N	Golden Girls
7	▲	13.0/23	F	Married...With Children
7	▼	13.0/24	F	Simpsons
10		12.8/22	C	Miss Teen USA
11	▼	12.7/28	C	60 Minutes
12	▼	12.4/26	N	Cosby
13	▼	12.3/25	N	A Different World
14		11.7/24	N	Unsolved Mysteries
15	▲	11.5/21	N	Grand
16	▲	11.4/20	A	Coach
17	▲	11.3/20	F	In Living Color
17	▲	11.3/23	A	Who's The Boss?
19	▼	11.2/21	C	Designing Women
19	▲	11.2/25	A	Full House
21	▼	11.1/22	A	Amer. Funniest Videos
21	▲	11.1/21	C	Murder, She Wrote
23		10.8/21	N	Matlock
23	▼	10.8/21	A	Wonder Years
25	▲	10.6/19	C	Movie:Gathering/Old Men
25		10.6/19	N	Heat Of The Night
27	▲	10.5/23	N	Hunter
27	▼	10.5/21	A	Just the 10 Of Us
29	▼	10.4/23	A	Family Matters
29	▼	10.4/22	A	Perfect Strangers
29		10.4/20	C	Rescue: 911
32	▼	10.0/18	N	Movie: Kill Or Be Killed
33	▲	9.8/19	N	L.A. Law
34		9.7/18	C	Movie:Gambler III, Pt.2
34		9.7/21	A	Growing Pains
34	▼	9.7/20	C	Major Dad
34	▲	9.7/18	N	Night Court
38	▲	9.6/19	C	Northern Exposure
39	▲	9.2/18	N	Quantum Leap
40	▼	9.1/17	N	Dear John
41		9.0/18	A	Special:Perfect Baby
42	▼	8.9/18	A	Head Of The Class
43	■	8.8/17	C	Top Cops
44	▲	8.7/18	C	48 Hours
45	▼	8.6/16	A	Doogie Howser, M.D.
45	▲	8.6/16	C	Jake and The Fatman
47	▼	8.4/16	A	Macgyver
48	▲	8.3/16	A	Young Riders
49	▲	7.9/18	C	Primetime Pets
50	▼	7.8/15	C	Primetime Live
51	▲	7.7/16	A	Father Dowling
52		7.6/17	C	Candid Camera Spec.
53	▲	7.3/16	A	Mystery Movie:Stryker
53	▼	7.3/14	F	Amer. Most Wanted
53	▲	7.3/15	N	Disney: Exile
53		7.3/15	N	Sister Kate
57		7.2/16	N	Amen
58	▼	7.1/13	A	Movie:Tonight's Night
58		7.1/13	A	Anything But Love
60	▼	6.9/13	A	thirtysomething
60		6.9/13	N	Working Girl
62	▲	6.7/14	N	Yellow Rose
63		6.4/13	F	Movie: Nerds, pt. 2
63	▲	6.4/15	A	Super Jeopardy!
65	▼	6.3/11	A	Movie:On Fire
66		6.2/15	N	227
67		5.8/12	C	Bakery Boys Spec.
67	▼	5.8/13	N	Bret Maverick
67	▲	5.8/13	C	Paradise
70	▼	5.6/12	N	Midnight Caller
71	▲	5.5/12	C	Newhart
71	▲	5.5/10	C	Wiseguy
73	▼	5.4/13	F	Cops
73	▼	5.4/12	A	Monopoly
75		5.2/9	A	Marshall Chron. Spec.
76	▼	5.1/10	F	Booker
76	▼	5.1/11	A	Life Goes On
76	▼	5.1/12	F	Totally Hidden Video
79		4.9/10	F	Married/Children Spec.
79	▼	4.9/11	C	Tour Of Duty
79	▲	4.9/10	F	21 Jump Street
82	▼	4.8/10	C	Beauty & The Beast
83	■	4.6/9	C	Wish You Were Here
84		4.5/10	C	America:C. Brown
85		4.4/8	F	Fall Preview
86	▼	4.1/8	C	Normal Life
87	▼	3.5/6	F	Alien Nation

FREEZE FRAMES: Syndication Scorecard *

Week ended July 15

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	11.8	228	96
2	Jeopardy! (King World)	10.8	219	97
3	Portfolio XIII (Paramount)	8.3	174	91
4	Oprah Winfrey (King World)	8.1	217	99
5	Star Trek: Next Generation (Paramount)	7.9	232	98
6	Current Affair(20th Century Fox TV)	7.7	196	98
7	Cosby Show (Viacom)	7.5	202	98
8	Entertainment Tonight (Paramount)	7.0	179	96
9	Wheel of Fortune, wknd. (King World)	6.7	212	93
10	Donahue (Multimedia)	6.1	230	99
11	Geraldo (Tribune)	5.4	189	98
12	People's Court (Warner Bros Domestic TV)	5.2	182	91
13	Family Feud 2 (LBS)	4.7	133	82
13	Star Search (TPE)	4.7	174	97
15	Charles In Charge IV (MCA TV)	4.6	177	92

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

PROPOSED STATION TRADES

Station deals last week: **28**
Dollar value: **$177,793,469**
1990 station deals: **533**
1990 value: **$1,467,540,870**

WMAR(TV) **Baltimore** □ Sold by Gillett Group Inc. to Scripps Howard Broadcasting Co. for 154.7 million (BROADCASTING, July 23). Station was acquired in October 1986, along with WRLH-TV Richmond, Va., for $207.5 million. Approximately $190 million was for WMAR(TV). **Seller** is headed by George N. Gillett Jr. and owns KSBW(TV) Salinas and KSBY-TV San Luis Obispo, both California; WTVT(TV) Tampa, Fla., and KBIZ(AM)-KTWA(FM) Ottumwa, Iowa. Gillett owns 55% of SCI Television Inc., owner of WAGA(TV) Atlanta; WJW(TV) Cleveland; WITI(TV) Milwaukee; WJBK(TV) Detroit; WSBK(TV) Boston, and KNSD(TV) San Diego. **Buyer** has interest in KNXV-TV Phoenix; WFTS(TV) Tampa and WPTV(TV) West Palm Beach, both Florida; WXYZ-TV Detroit; KSHB-TV Kansas City, Mo.; WCPO-TV Cincinnati; WEWS(TV) Cleveland; KJRH(TV) Tulsa, Okla.; KUPL-AM-FM Portland, Ore., and WMC-AM-FM-TV Memphis. It is subsidiary of E.W. Scripps Co. and is headed by Richard J. Janssen. It has 19 daily newspapers and cable systems serving 576,000 basic subscribers. WMAR is NBC affiliate on ch. 2 with 100 kw visual, 11 kw aural and antenna 1,000 feet above average terrain. *Broker: Howard A. Stark.*

KAAS(TV) **Salina and** KSAS(TV) **Wichita, both Kansas** □ Sold by Channel 24 Ltd., debtor in possession, to Clear Channel Communications Inc. for $7.55 million. Total is due in cash at closing and includes $1 million noncompete covenant. KAAS is not on air. KSAS went on air in August 1985. **Seller** is headed by Richard Alan Rudy, Harold S. Goldstein, Louis Freedman and Lee Hanna, and has no other broadcast interests. **Buyer** is headed by L. Lowry Mays and J. Daniel Sullivan, and is licensee of WOAI(AM)-KAJA(FM) San Antonio, KPEZ-FM Austin, KALO(AM)-KHYS(FM) Port Arthur and KORA(FM) Bryan, all Texas; KAKC(AM)-KMOD(FM) Tulsa and KTOK(AM)-KJYO(FM) Oklahoma City, both Oklahoma; WELI(AM) New Haven, Conn.; WQUE-AM-FM New Orleans, and WHAS(AM)-WAMZ(FM) Louisville, Ky. KAAS has been assigned ch. 18 with 238.3 kw visual, 23.83 kw aural and antenna 633 feet above average terrain. KSAS is Fox affiliate on ch. 24 with 3,300 kw visual, 331 kw aural, and antenna 1,120 feet above average terrain.

WVGO-FM **Richmond, Va.** □ Sold by First City Broadcasting to Richmond Radio Inc. for $5.5 million. Total is due in cash at closing. **Seller** is headed by Norman S. Drubner and is also selling WPAP-FM Panama City, Fla. (see below). It has interest in WJLQ(AM)-WCOA(FM) Pensacola, Fla.; KXYQ(AM)-KZRC(FM) Portland, Ore.; KIVA(AM) Santa Fe and KZRQ(FM) Albuquerque, both New Mexico. It recently sold KGRX(FM) Globe, Ariz., and KRIX(AM) Weslaco and KRGE(FM) Brownsville, both Texas ("Changing Hands," April 2 and July 16). **Buyer** is headed by Aylett B. Coleman and has interest in WXLK(FM) Roanoke and WJQI(FM) Virginia Beach, both Virginia. WVGO-FM has oldies format on 106.5 mhz with 7.6 kw and antenna 1,233 feet above average terrain. *Broker: Randall Jeffery of Media Venture Partners.*

KMJX(FM) **Conway, Ark.** □ Sold by Coastal Communications to Magic Broadcasting of Little Rock Inc. for $3.15 million. Station was acquired in October 1972. **Seller** is headed by Charles Burroughs Jr. and Richard D. Booth and has interest in KAMX(AM)-KFMG(FM) Albuquerque, N.M. **Buyer** is new company headed by Booth, in of which he will control approximately 65%. KMJX has album and classic format on 105.1 mhz with 81 kw and antenna 1,054 feet above average terrain. *Broker: Biernacki Brokerage.*

WPAP-FM **Panama City, Fla.** □ Sold by First City Broadcasting to Southern Broadcasting for $1.9 million. Total is due in

Congratulations to . . .

VIACOM BROADCASTING WEST, Inc.

on its acquisition of two Class B FM properties:

KOFY-FM San Francisco from

PACIFIC FM Inc. and

KLRS-FM Santa Cruz / San Jose from

FULLER-JEFFREY BROADCASTING CORP.

for $21,250,000. Sale complete July 12, 1990

H.B. La Rue,
Media Brokers

NEW YORK & BEVERLY HILLS

Exclusive Brokers in this transaction